

FIG. 1

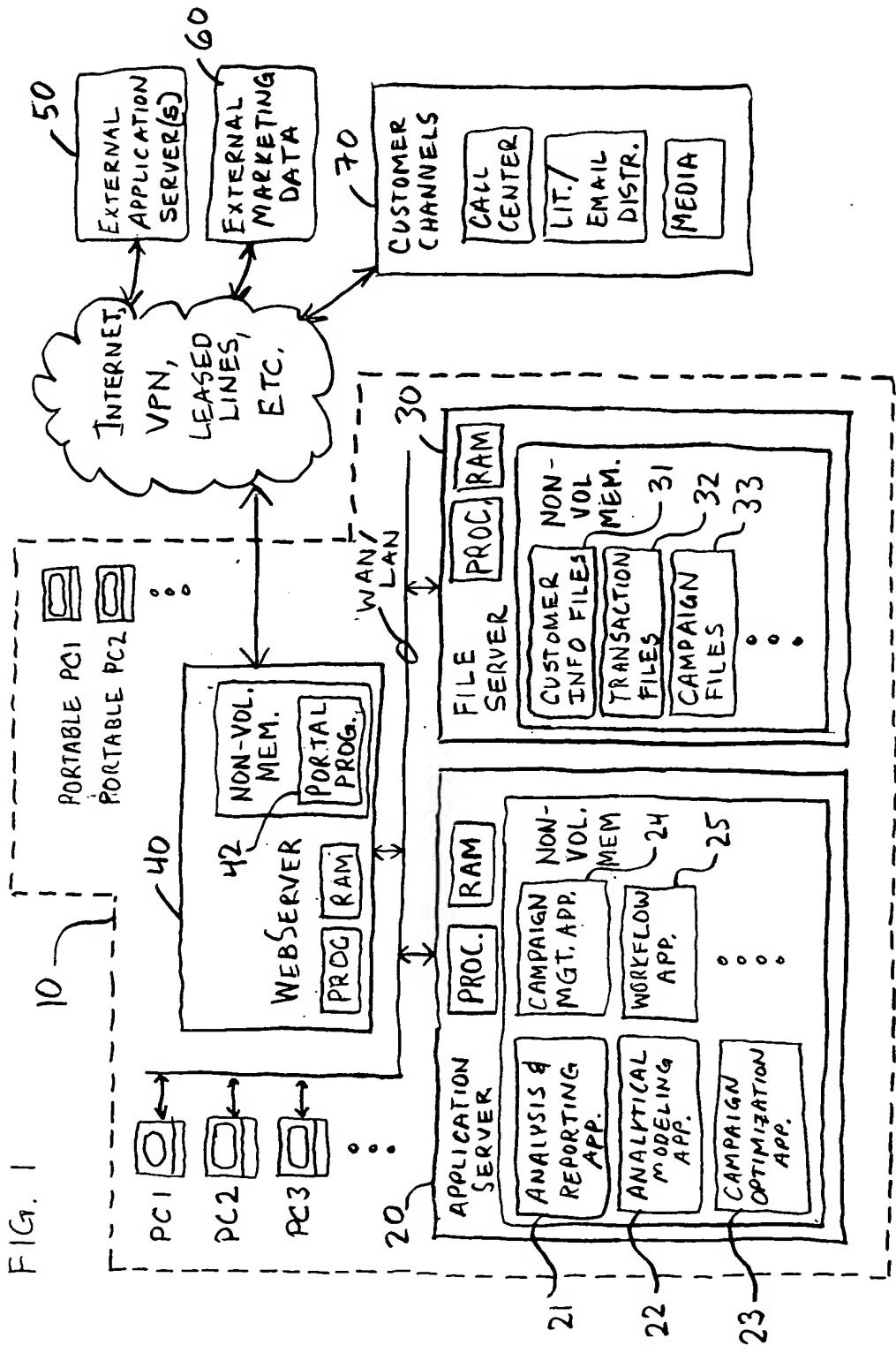
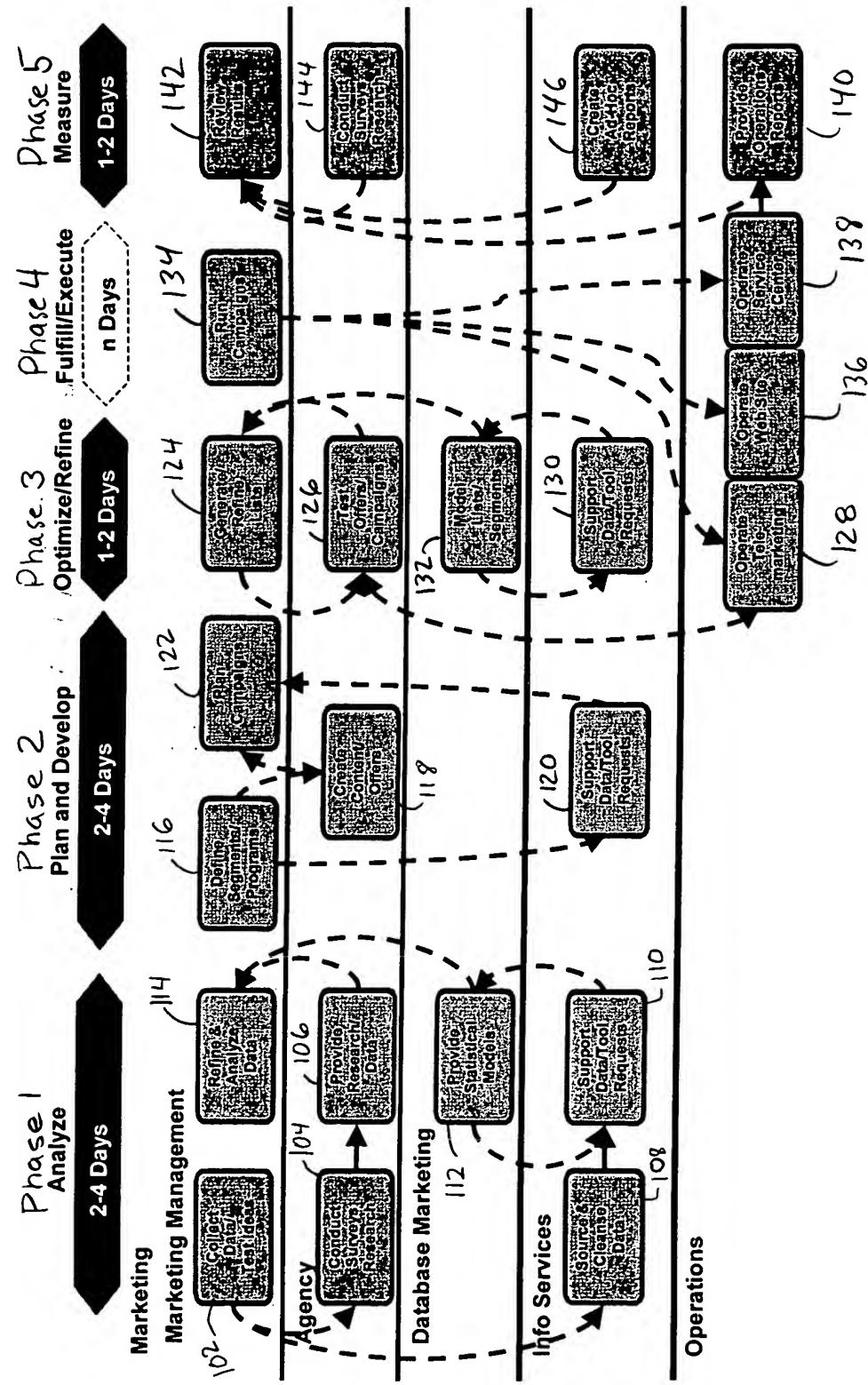


Fig. 2



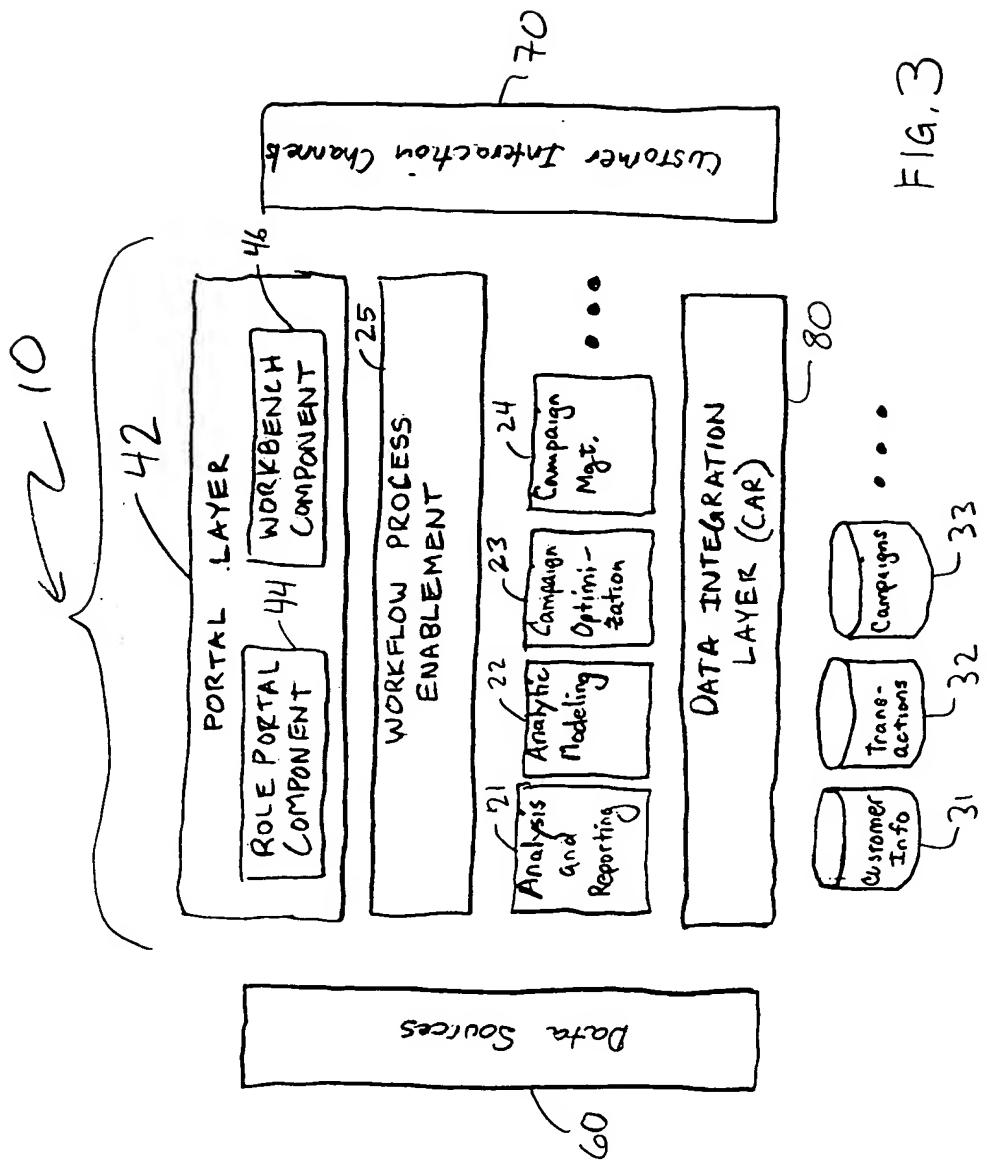
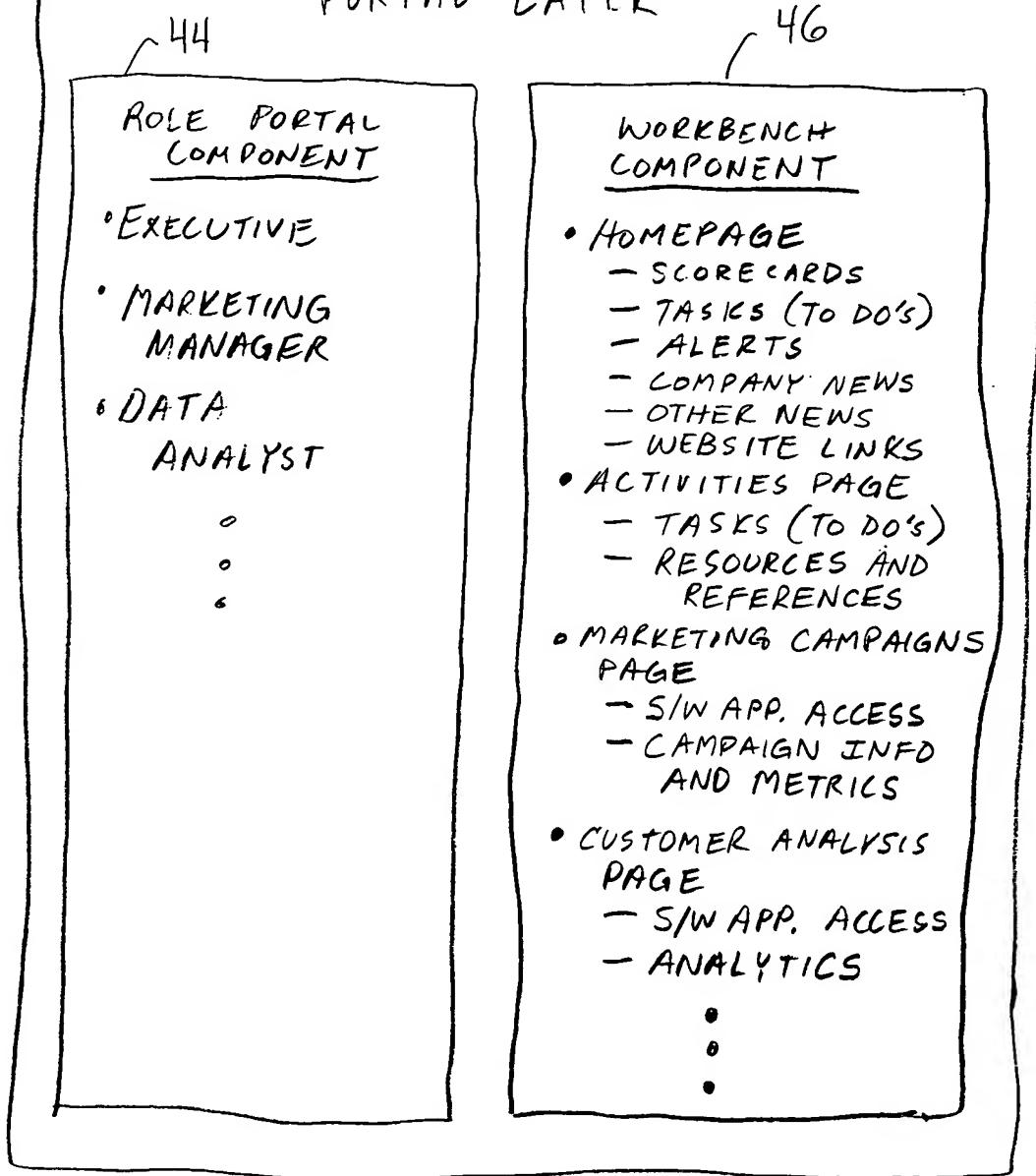


Fig. 3

FIG. 4

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Marketing Executive		Campaigns		Campaign Selection Criteria		Promo Description		Channel		Promo Date	
Program Type	Description	ROI	Target Status	Program Type	Description	Category	Count	Response Count	Response Rate %	Purchase Rate %	Conversion Rate %
Acquisition	Cross Sell Consumers	8.70%	8.00%	Acquisition	Consumer Retention	Acquire Young Professionals	1,994,333	39,708	2.0%	0.7%	34.9%
	Cross Sell Family Home	13.09%	12.80%			Cross Sell Credit Card	2,377,560	123,804	5.0%	2.0%	40.1%
	Develop Day Trading Accounts	10.05%	10.00%			Consumers	13,855	570	4.1%	1.3%	31.8%
Development	Grow Average Transaction Value	10.70%	10.20%			Cross Sell Family Home Loans	20,623	600	3.0%	1.0%	46.0%
	Grow Low Transaction Brokerage Accounts	16.20%	15.00%			Develop Day Trading Accounts	917,958	45,767	5.0%	2.5%	50.4%
	Loyalty Program Update	9.90%	8.50%			Grow Low Transaction Brokerage Accounts	3,250,076	96,719	3.0%	1.2%	39.8%
Retention	Retain High Value DINKS	10.80%	9.50%	Retention	Retention	Retain High Value Families	964,090	29,038	3.0%	0.9%	30.4%
	Retain High Value Empty Nesters	12.43%	12.25%			Retain High Value Young Singles	1,712,270	34,063	2.0%	0.5%	24.7%
	Retain High Value Families	11.90%	11.30%			Retain Young Families	60,000	6,000	10.0%	1.0%	10.0%
	Retain Young Singles					Notify Request	Printer-Friendly Refresh Download Data				

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FIG. 9

FIG. 1

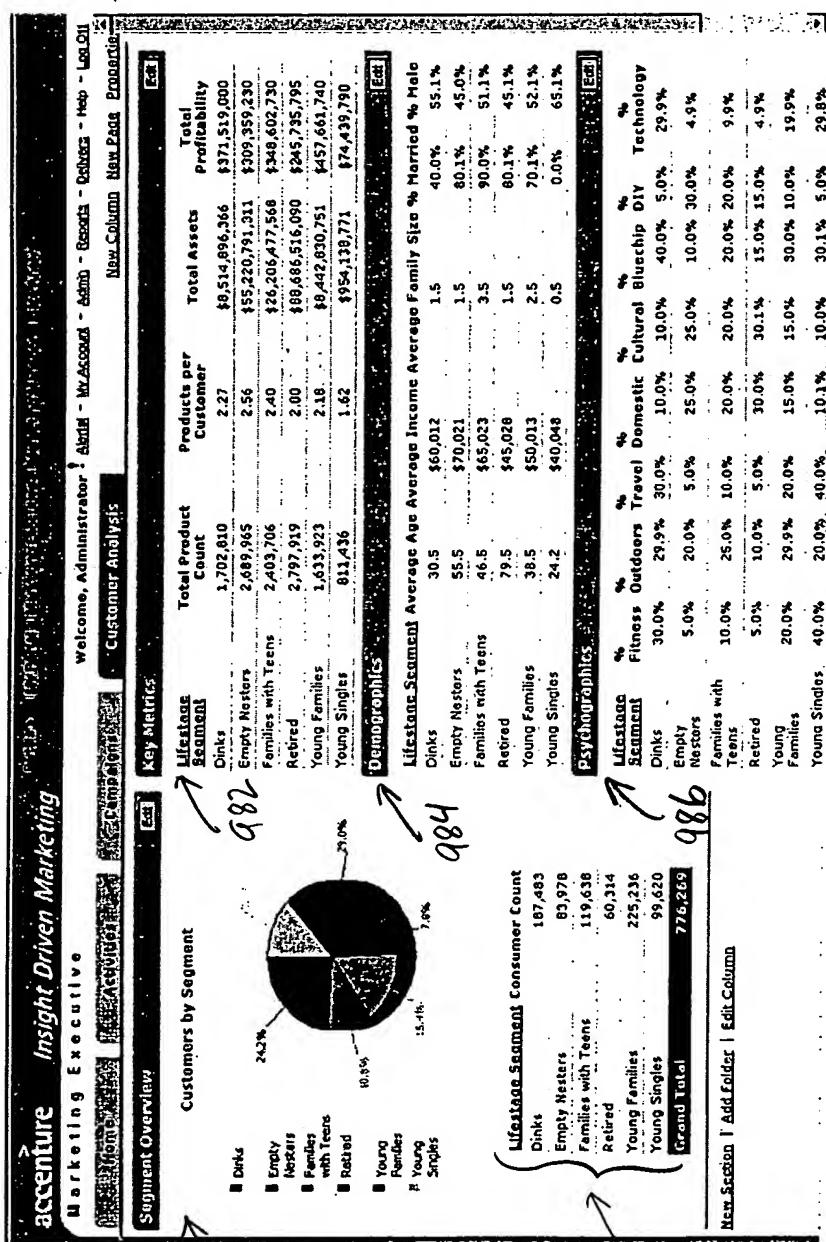


FIG. 12

FIG. 13A

ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW 26 WEEKS VS. 26 MINUTES

26 Weeks: For many companies today, moving from marketing idea to campaign execution is a long, laborious series of steps. Collaboration is hampered by functional silos. Data are gathered in batch from external departments and outside agencies. By the time the campaign is cut the data have aged, leaving opportunity to move quickly to strong competitors.

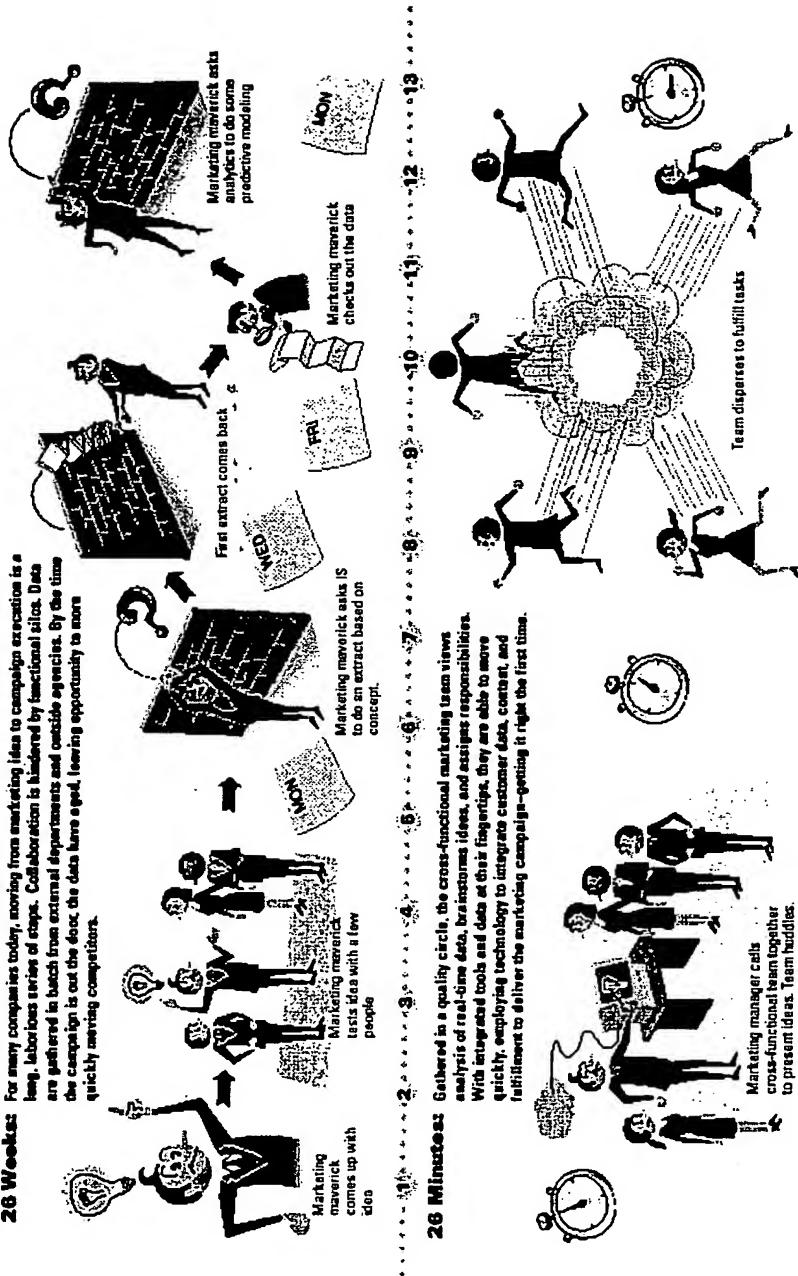


Fig. 13B

